



Executive Department
State of Idaho

The Office of the Governor
Proclamation

State Capitol
Boise

WHEREAS, life insurance provides financial security for families by helping surviving family members meet immediate, ongoing and future financial obligations and objectives; and

WHEREAS, surveys consistently indicate that the vast majority of Americans believe life insurance is an essential part of a sound financial plan; and

WHEREAS, the unfortunate reality today is that 44 percent of U.S. households say they lack adequate life insurance protection; and

WHEREAS, when someone who provides for other family members dies prematurely, insufficient life insurance coverage often results in financial hardship for surviving family members; and

WHEREAS, determining how much and what kind of insurance to buy is one of the most important financial decisions consumers will ever make, individuals, families and businesses can benefit greatly from the expert advice of a qualified life insurance professional; and

NOW, THEREFORE, I, C.L. "BUTCH" OTTER, Governor of the State of Idaho, do hereby proclaim September 2007 as

LIFE INSURANCE AWARENESS MONTH



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho in Boise on this 5th day of September in the year of our Lord two-thousand and seven and of the Independence of the United States of America the two hundred thirty-second and of the Statehood of Idaho the one hundred eighteenth.

A handwritten signature in blue ink, reading "C.L. Butch Otter".

C.L. "BUTCH" OTTER
GOVERNOR

A handwritten signature in black ink, reading "Ben Ysursa".

BEN YSURSA
SECRETARY OF STATE